

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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(A)

Can you really enjoy
smooth,
satisfying taste
at lower tar?
Yes!

You really can!



You've
got
MERIT

© Philip Morris Inc. 1997
Kings: 1 mg. "tar," 0.1 mg. nicotine - Ultra Lights: 0.5 mg. "tar," 0.4 mg. nicotine - Lights: 8 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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